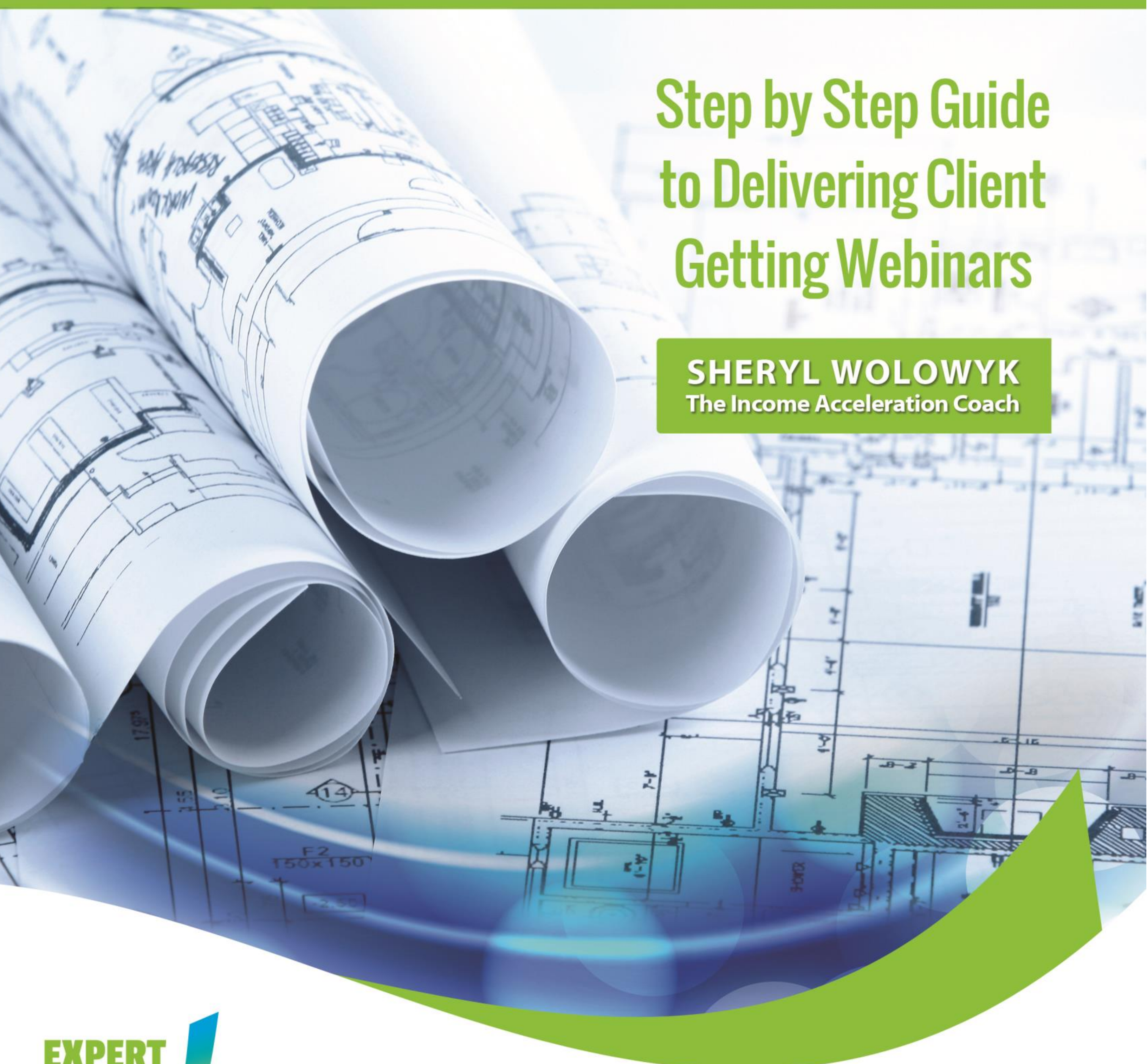
CLIENT ATTRACTION WEBINAR BLUEPRINT



Step by Step Guide to Delivering Client Getting Webinars

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Client Attraction Webinar Blueprint

Step by Step Guide to Delivering Client Getting Webinars

Webinars can be overwhelming if you don't know where to begin. There are so many steps that go into making an awesome webinar that it's easy to forget things.

Use this checklist for your next event to make sure you don't miss any essential steps in hosting a value-filled, client-attracting webinar.

1) 24 WEEKS PRIOR TO WEBINAR (PRE-WEBINAR)

- Pick a date for your webinar.
- Set the goal for your webinar. (E.g. lead generation, registrations, new audience, sales)
- Confirm target market and ideal attendee avatar.
- Identify what the "big idea" or central premise of the webinar will be.
- Determine the specific topic and confirm the webinar title.
  It is best to pick a topic that people are actively searching for information on. Make sure it is relevant to what you do so you also build your reputation in the industry as you share your expertise.
- Define 3 or 4 problems or challenges around the 'big idea' that will be discussed on the webinar.
- Flesh out what you will discuss on the webinar about the problems / challenges and high level points about how to solve.
  Outline what they are; why they are a problem; and potential solutions.

2) 20 WEEKS PRIOR PRE-WEBINAR

- Create an outline describing the sections and flow of the webinar.
- Draft webinar script.
  In addition to following your talk template include positioning of:
  - Audience (assure audience they are in the right place),
  - Topic (reinforce importance of topic),
  - Webinar (remind them of benefits they'll get by attending the webinar), and
  - You (positioning your credibility and why you're the right person to share this information with them).

  Remind them to turn off distractions, and get ready to be present and focused.
- Determine what the 'ethical bribe' will be to get them to stay to the end of the webinar.
- Determine if you will have live Q & A or if you will gather questions in advance and simply provide answers. (Ensure the Q / A section is designed to handle objections).

3) 16 WEEKS PRIOR PRE-WEBINAR

- Practice script while timing to see if it's the planned length. Refine as necessary.
- Create slides to go with script.
- Create 'ethical bribe' gift to reward people who stay to the end and hear your offer.

4) 14 WEEKS PRIOR PRE-WEBINAR

- Create promotional plan and materials for the webinar. Include marketing channels such as FB ads, Twitter, LinkedIn Groups, blog posts, newsletter spotlight, emails to current database, and press releases.
- Create (or re-purpose) a free gift (lead magnet) to get optins and invite to webinar. Ensure lead magnet is irresistible & relevant to topic of webinar.
- Create landing page for lead magnet.
- Create emails to promote lead magnets and webinar.

5) 12 WEEKS PRIOR PRE-WEBINAR

- Script video for lead magnet opt-in thank you and webinar invitation. (This video shows after people opt-in for lead magnet and is hosted on webinar registration page. Video thanks them for opt-in and invites them to register for webinar)
- Write email to deliver link to lead magnet for people who opt-in for free gift. (if applicable)
- Create download page for lead magnet (if applicable).

6) 11 WEEKS PRIOR PRE-WEBINAR

- Select a webinar platform to host the webinar on. (Select one that allows you to collect the names and contact information of webinar registrants.)
- Create an online registration page and test.
    - Title
    - Description and hashtag
    - Form for contact information (name and email)
    - Date/Time of webinar
    - Speaker bio(s) and headshot(s)
    - Testimonials / social proof
    - Register now button

- Create thank you page for registrants. (Include confirmation of registration, instructions on how to attend the webinar, and value-filled short video or pdf reinforcing their decision to invest time with you).
- Record video to invite people to register for webinar (that shows on webinar registration page)

7) 10 WEEKS PRIOR PRE-WEBINAR

- Practice webinar.
- Test registration and thank you pages.
- Create webinar emails
  - Reminders – 3 days before, day before, day of webinar.
  - Emails for register but no show, register and show no buy, register and show and buy (thank you email and details of product / program / service)
  - Affiliate emails to promote lead magnets.

8) 9 WEEKS PRIOR PRE-WEBINAR

- Set up affiliate / JV partner sign up form (and optional website with swipe copy).
- Prepare JV promotional calendar.
- Create social media promotions.
- Prepare social media ads and graphics for paid and organic promotions.
- Create newsletter, blogs, and other marketing platform promotion.

9) 8 WEEKS PRIOR PRE-WEBINAR

- Contact affiliates / JV partners and begin signing up promotional partners. (For seasoned affiliates / JV partners you may need to get them signed up 6 months to a year in advance as their promotional calendars fill).
- Begin seeding and building excitement about webinar – pre-launch promotions.
- Start posting blogs and articles on webinar topic.

10) 6 WEEKS PRIOR PRE-WEBINAR

- Continue seeding and pre-launch webinar promotion.
- Continue affiliate / JV partner sign ups.

11) 4 WEEKS PRIOR PRE-WEBINAR

- Set-up email campaigns in auto-responder system.
- Set-up form to gather questions prior to webinar.
- Upload webinar deck into webinar platform.
- Conduct a dry run of webinar.
  (Test system including audio, visual, slide progression and retest registration page)

12) 2 WEEKS PRIOR PRE-WEBINAR

- Newsletter, article marketing, blog and social media posting.
- Podcasts, guest podcasts, blogs and article marketing.
- Send out emails promoting lead magnet and webinar.
- Gather questions in advance of webinar from emails and social posts.

13) 1 WEEK PRIOR PRE-WEBINAR

- Prepare list of questions to answer on webinar (ensure they address objections to purchase decision if selling on webinar)
- Send reminder email to registrants. (Include sign-in information and webinar hashtag.) Week before, day before and day of reminder emails.
  This email should include the hashtag, date, time, and login information.
- Continue webinar promotions.
- Select location to deliver webinar ensuring you won't have interruptions.
- Check sound and video quality with someone in a different location.

14) DURING WEBINAR

- Use a wired connection to deliver webinar.
  (This will help you avoid wireless problems during the webinar.)
- Remember to hit 'record' to capture webinar for on-demand replays.
- Send follow up email to registrants to remind them the webinar has started. (Include a link to the live webinar!)
- Remind people to put away distractions.
- Remember to announce that you have something special to giveaway at the end of the webinar.
- Have someone tweeting and posting social media about your live webinar.
- Answer questions at different intervals during your webinar.
- Provide an exclusive link to your giveaway at the end of your webinar or send an email with link to gift after webinar.

15) POST-WEBINAR

- Once live webinar is over adjust the landing page copy to allow for on-demand replays.
- Adjust the registration page to reflect the current status of the webinar allowing people to register for next live date or activate evergreen registration on page.
- (Have a count-down timer showing on the slide to show when the webinar will begin)
- Convert recording into a viewable file.
- Upload video for on-demand playback.
- Optional** Upload slide deck to Slide Share.
  (This is for more promotion. Make sure to link to the full recording somewhere in the Slide Share or description.)
- Send email to participants thanking them for attending. Include a link to the on-demand playback and link to the giveaway offered at the end of the webinar to those who stayed to the end.
- Send email to people who registered but did not attend inviting them to register again. After second email giving people a chance to re-attend the live webinar send out the link to the on-demand recording.

Selling from a Webinar Tips

1) DRIVE TRAFFIC

In order to get people to show up for your webinar you need to implement some strategies to get people registered for your event. Three of the best strategies are:

1) Emailing your own list to invite people to attend
2) Have Joint Venture (JV) partners /affiliates mail their list to invite people to attend
3) Paid advertising such as FB ads

2) THE WEBINAR

Getting clients to sign up for a webinar works best if it is a two-step process. Instead of promoting the webinar directly by sending people to the webinar registration page, instead offer them an irresistible free gift called a 'lead magnet'.

A lead magnet is a free offer that is used to entice people to give you their contact information in return for your free offer. This allows you to have a way to follow-up with individuals, to build connection and to deliver even more value through your webinar.

A lead magnet can be many things, but it has to be something that your ideal clients are actually interested in. It can be delivered as a free report, blueprint, template, checklist, video, or basically anything else that your clients would value.

A great lead magnet should provide your ideal clients with valuable information that they would actually be willing to pay you for. It's an introduction to your work, your insights, and your expertise, that begins your relationship with them.

It should solve a problem or help the person accomplish a goal. It should also be quick and easy to consume and apply so that the person feels instant gratification that you helped them achieve an outcome or overcome a challenge.

I recommend that you promote a lead magnet in your emails and paid ads. After people opt-in for your lead magnet, then redirect them to a webinar registration page that has a video and text that invites them to attend the webinar.

Not only does this two-step-strategy enable you to get contact information, but your content (and therefore your expertise) is more likely to be shared. People commonly share great content with friends and colleagues. They are more likely to share your lead magnet than a webinar they haven't seen yet. It's also beneficial because it saves you money because you don't have to pay for opt-ins you get when people share your lead magnet content.

3) REGISTER PARTICIPANTS

To enroll participants in your webinar use a simple webinar registration page. For registering people for your live webinars I recommend tools such as www.leadpages.net, optimizepress.com, and clickfunnels.com. These tools require a small investment but save you a lot of time trying to build your own registration pages from scratch. Plus some of these tools also provide statistics on which layouts are converting the best so you're more likely to have a layout that leads to more registrations.

4) CONFIRM THEIR REGISTRATION

Once participants register for your webinar you need to show them a thank you page confirming their registration and reminding them to save the date and time in their calendar so they remember to attend. It's also best practice to have a short video confirming their wise decision to register for the webinar. This will reaffirm their decision to register and increase your attendance rates.

An advanced strategy is to offer a small product for purchase here. If you're using paid advertising to generate registrations it will help you recover your advertising costs before you even deliver the webinar.

The recommended price range for this small product is between $7 to as much as $297 (but if it's the higher amount split into three payments of $99).

5) SEND EMAIL REMINDERS TO REGISTRANTS

Don't assume just because someone registered for the webinar that they will attend. People forget about the webinar, get busy, and change their mind about attending. To get more people to show up use email reminders.

Here's a simple sequence to follow:

Email # 1: Registration confirmation.

This email should provide the access link to attend the webinar and remind people to enter the date and time of the webinar into their calendar. An advanced strategy is to add ical and google links that will automatically populate the webinar into the registrants' calendar. Not everyone uses an online syncing calendar so also provide a low tech option to simply print out the date and time as a paper event reminder.

Email # 2: Reinforcement.

This email reinforces their decision to register. Provide some high level details about the benefits they can expect to receive by attending the webinar. This helps to confirm that they made a good decision to register for the webinar in the first place and to re-commit to attending it.

Email # 3: Objection Handling

This email addresses the biggest objections an attendee has to using/buying what you'll be sharing on your webinar.

Email # 4-7: Attendance Reminders

Send email reminders out three days before the webinar, the day before the webinar, 1 hour before the webinar starts on the day of the webinar, and an email to tell people the webinar has started. Include a link to join the webinar in the emails so people don't miss it because they've misplaced the access link.

6) DELIVER YOUR WEBINAR PROVIDING VALUE

It should be obvious that you want to deliver great content in your webinar. Be sure to include content that solves problems and/or helps attendees accomplish some goals. The best way to get people to want to work with you is to provide them value in advance of asking them for money.

There is an art to teaching and selling at the same time, but a carefully crafted presentation can both educate and inspire your audience to take action – in many cases this means buying whatever you are offering on the webinar.

To deliver your webinar live I recommend using GoToWebinar or Instant Teleseminar using its slide display feature. Google Hangouts or Zoom can also be good ways to get started.

For evergreen (or play on demand) webinars that replay your pre-recorded webinar I recommend EverWebinar or Stealth Seminar.

Whatever tool you use I recommend you get familiar with it or outsource the setup of your webinar to someone with an aptitude for technology.

7) OFFER AND ORDER FORM

Have a well-structured offer towards the end of the webinar. Articulate the benefits of buying your product or service and have a clear call to action such as "Click the 'Buy Now' button on this page." You'll need to connect the button to your order form. Your order form should recap the benefits of the product and the main features and take payment information for the purchase. The order form also needs to connect to a merchant account to accept the payment into your bank account.

8) OFFERING PREMIUM PRICED PRODUCTS OR SERVICES

When using webinars to sell premium priced products / services at prices over $2000 I recommend a two-step sales process. $2000 is about the threshold that most people will spend on an offer made over a webinar. For higher priced products / services I recommend you schedule a strategy call to explore the opportunity with the interested participant. You may want to add an application process before the strategy call to pre-qualify eligible potential clients. This helps to screen out people who aren't serious about your offer and saves you from wasting time having strategy calls with people who aren't seriously considering your offer.

If you decide to add an application process to pre-qualify your prospects, I recommend you use an application form tool such as SurveyMonkey or Wufoo.

9) REVIEW APPLICATIONS

Design your application process to gather the kind of information that will help you to determine if the potential client is a good fit for your premium product, program or service.

10) ACCEPT OR DECLINE

If you approve the potential client, move to the next step. If not…

Decline the potential client. If after reviewing the application you don't feel that the person is a good fit for your product, program or service simply communicate your decision with a polite email acknowledging their time and simply stating that based on what they shared about their current situation that you would not be of much value to them. It's a good idea to provide a link in your communication to a hidden page on your website that provides alternative resources that might help them. Things like free articles, podcasts, videos or lower-cost entry level programs are good options. When you do this you still provide value and create goodwill, even though you declined their application.

11) SCHEDULE STRATEGY CALL (aka Enrolling Conversation)

As much as possible try to automate this step by sending out an acceptance email with a link to schedule a call to discuss the details of the offer and the process for becoming a client.

Scheduling tools that I recommend include Acuity Scheduling, TimeTrade or Appointment Core.

12) DELIVER THE STRATEGY CALL

Just like your webinar presentation, having a solid structure for the strategy call is key to converting the potential client. To assist you with this step refer to my Phone Sessions that Sell script template to understand how to structure and manage the flow of the call.

13) ENROLL

When you successfully enroll a new client it's important to get them started as soon as possible so that they start receiving benefits right away. This helps to avoid buyer's remorse and second-guessing their investment decision. I like to schedule quick start sessions for my high end coaching programs as soon as the client has signed the contract and made their deposit. Having email communication, a getting-started call, or other approach to build connection and engagement will help to get your new client off to a great start, and decrease the number of difficult conversations you can have with clients who second guess their decision to become your client.

14) DOWNSELL

Not everyone will be an ideal fit for your offer. The timing may not be right, or perhaps they can't afford to work with you at this time. Regardless of the reason you want to have other options to guide people into.

For some individuals they might not be in a place where they can afford your premium program at this time, but could benefit from accessing your expertise at a lower investment level. For these situations I recommend that you have a related less expensive product, program, or service to offer as a down-sell. Automated home study programs are often a great alternative.

In other cases, perhaps your suite of products and services isn't what the person needs, but you have a joint venture (JV) partner whose products, programs, or services are exactly what's needed. When this is the case either directly offer your JV partners offering if you can position the benefits, or refer them to speak directly to your JV partner.

If the timing isn't right for this either, simply thank them for their time and put them into a communication sequence where you add them to your email and newsletter list so you can keep in touch. That way if their situation changes down the road you've maintained or even strengthened the relationship you have with them.